

**Press release**

## **DUBAI ALL SET TO CELEBRATE UAE'S 48<sup>TH</sup> NATIONAL DAY**

- *Government and private sectors enhance collaboration to showcase "Spirit of the Union"*
- *Concerts, fireworks, world class entertainment and events to celebrate momentous milestone*

**Dubai, United Arab Emirates, 21 November 2019:** Dubai Festivals and Retail Establishment (DFRE) has unveiled a diverse calendar of events and activities to celebrate the UAE's 48<sup>th</sup> National Day, including concerts by regional stars, fireworks, traditional shows and family-oriented activities.



The citywide National Day celebrations will not only cover various aspects of the country's evolution over the years and showcase the Emirati lifestyle, hospitality, heritage and culture, but also feature world-class entertainment and events that will highlight Dubai's longstanding reputation as a year-round family destination.



**Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment, said:** “As the country gears up to celebrate the 48<sup>th</sup> National Day, Dubai invites everyone including UAE Nationals, residents and visitors to be part of this momentous milestone and enjoy the exceptional family experiences across the city. Our partners in the public and private sectors have once again extended their whole-hearted support to draw up an exciting programme of events and activities that will give an insight into the true essence of Emirati hospitality and traditions, and give visitors the opportunity to feel that they are a part of Dubai’s diverse multicultural family. Besides, thanks to our diverse high quality retail and events offering, there is something for everyone to enjoy this National Day in Dubai.”



For more details of the National Day calendar of events, visit [www.nationaldaydubai.com](http://www.nationaldaydubai.com). Tickets for some of the events that will be held during this period can also be bought quickly and securely through Dubai Calendar's [website](#) and app's purchasing platform.

### Concerts

Music fans can enjoy live entertainment as regional icons from the UAE including Balqees, Hussain Al Jassmi, Hamad Al Amri, Eida Al Menhali and Mohamed Al Shehhi along with Kuwaiti star Essa Al Marzouq perform a series of free-to-attend concerts at La Mer, the beachfront destination by Meraas and Global Village:

#### Concerts at La Mer:

- 29 November: Eida Al Menhali at 9:00 pm
- 1 December: Balqees and Essa Al Marzouq at 9:00 pm
- 2 December: Hussain Al Jassmi at 9:00 pm

#### Concert at Al Seef:

- 6 December: Mohamed Al Shehhi at 9:00 pm

The concerts at La Mer and Al Seef are being organised in collaboration with DFRE's Strategic Partner Meraas.

#### **Concert at Global Village:**

- 2 December: Hamad Al Amri at 9:00 pm

#### **Fireworks**

Join in the National Day celebrations and watch the festivities take to the skies over Dubai, thanks to a dazzling display of fireworks organised by DFRE. Visitors can watch the spectacle at the following locations and timings:

- **1 & 2 December**

La Mer - 8:30 pm

Al Seef - 8:00 pm

The Beach - 9:00 pm

- **2 December**

The Pointe - 8:00 pm

Global Village: 9:00 pm

#### **UAE National Day Celebrations at Dubai Airports**

##### **27 November, 1 and 2 December**

Dubai International Airport and Al Maktoum International Airport will host many activities on the occasion of National Day. At a special event for staff at Terminal 3 of Dubai International on 27 November, His Excellency Sheikh Nahayan Mubarak Al Nahayan, Minister of Tolerance will deliver a speech on tolerance, followed by traditional dances by Emirati children, and other activities. Traditional bands will perform at both Dubai International Dubai Airport and Al Maktoum International airports on 1 and 2 December while passengers will be greeted with giveaways.

### **“Faces of the Nation”**

#### **2 December, Festival Bay, Dubai Festival City Mall**

Head to Dubai Festival City Mall to watch a one-of-a-kind IMAGINE show titled “Faces of the Nation” in celebration of UAE National Day, as the mall celebrates the Year of Tolerance by highlighting the values of co-existence and peace among people from varying cultures and religions who have made this country their home. The “Faces of the Nation” campaign invites people to share their pictures through #FacesoftheNation pictures collected at the mall and online, will form part of the specially curated IMAGINE show that will be held at 8pm and 10pm. Two special fireworks displays will be held right after each IMAGINE show. Shoppers can also celebrate the UAE’s heritage at a packed schedule of events including the traditional Ayala dance performances that will be held at Festival Bay from 2:00pm onwards.

### **Traditional Bands**

#### **29 November - 3 December at participating malls**

(There will be no performances on 30 November due to Commemoration Day)

Enjoy the music and performances by traditional bands from the UAE featuring dances like Ayala, Razfa and Liwa at the following locations:

**2 December** - The Dubai Mall

**29 November, 1 and 2 December** - Al Nakheel Mall

**29 November and 1, 2 and 3 December** - City Walk, The Outlet Village, Box Park, City Centre Midrif City Centre Deira, Mall Of Emirates and Dubai Festival City.

### **ATTRACTIONS AND ACTIVATIONS**

#### **UAE National Day celebrations at Burj Khalifa and The Dubai Fountain**

##### **1 to 3 December**

In celebration of UAE National Day, Burj Khalifa will stage a special LED light show and The Dubai Fountain will be aglow with special shows daily at 6pm, 7pm, 8pm and 9pm.

### **“Legacy of our Ancestors”**

#### **30 November to 2 December, The Dubai Mall:**

The event aims to create an engaging UAE National Day activation that is unique to The Dubai Mall under the theme “Legacy of our Ancestors”. Activations will include flags, scarves and magnet pin giveaways throughout the three days of the event, as well as a performance by a traditional band on 2 December.

**Bluewaters, La Mer, Al Seef, Box Park, City Walk, The Beach, Last Exit and The Outlet Village  
29 and 30 November, and 1 and 2 December**

In addition to watching fireworks on 1 and 2 December at Al Seef and La Mer, as well as concerts at La Mer on 29 November, 1 and 2 December, give your kids a memorable day out at these family destinations by Meraas, as a host of activities await them across the four days of celebrations including arts and crafts, face painting, Arabic clay pot painting, and much more.

**Founding Fathers Exhibition**

**Until 31 December, Etihad Museum**

Witness the UAE’s rich legacy captured in photographs at the new Founding Fathers exhibition at Etihad Museum. It is a display of memories that aims to introduce visitors to important periods in UAE’s history and is aligned with Dubai Culture’s efforts to raise awareness of the role that the Founding Fathers played in the development of the country. Organised by the Dubai Culture & Arts Authority, the Founding Fathers exhibition chronicles the country’s past and its ambitious evolution, commemorating the key moments that led to the Union’s establishment in December 1971.

**Super Sports Run 10 Miler 2**

**29 November, Meydan**

The ongoing 10 Miler season returns as a special National Day edition, with the second of five races. Participants can select from 3k, 5k, 10k or 10 miles (16k) distances. For this special UAE National Day edition, runners are encouraged to pin the UAE flag to their running gear.

**- Ends -**

**About Dubai’s Department of Tourism and Commerce Marketing (Dubai Tourism)**

With the ultimate vision of positioning Dubai as the world’s leading tourism destination and commercial hub, Dubai Tourism’s mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai’s tourism sector. It markets and promotes the Emirate’s commerce sector and is responsible for



the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

### **About Dubai Festivals and Retail Establishment**

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.

### **For further information, please contact:**

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